

Message Text

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PAGE 01 TOKYO 04138 150826Z

ACTION EB-08

INFO OCT-01 EA-10 IO-13 ISO-00 AGRE-00 CEA-01 CIAE-00

COME-00 DODE-00 FRB-03 H-01 INR-10 INT-05 L-03

LAB-04 NSAE-00 NSC-05 PA-01 CTME-00 AID-05 SS-15

STR-07 ITC-01 TRSE-00 USIA-06 SP-02 SOE-02 OMB-01

DOE-11 STRE-00 DOEE-00 /115 W

-----115379 150830Z /17

P 150818Z MAR 78

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC PRIORITY 6134

INFO USMISSION GENEVA

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PASS STR AND AGRICULTURE ELECTRONICALLY

GENEVA FOR TOM SAYLOR

E.O. 11652:N/A

TAGS; EAGR, ETRD, JA, US

SUBJECT: STRAUSS/USHIBA FOLLOW-UP:BEEF TEAM MARCH 14

REF: TOKYO 4024

1. SUMMARY. IN SECOND DAY OF TOKYO VISIT, BEEF TEAM HELD DISCUSSIONS WITH MAF MINISTER NAKAGAWA (SEE REFTTEL), JAPAN MEAT IMPORTERS ASSOCIATION, AND TOP LIPC OFFICIALS. MEETINGS, PARTICULARLY WITH LIPC GAVE GREATER INSIGHT INTO JAPANESE INTERPRETATION OF STRAUSS/USHIBA COMMUNIQUE AND MEANS OF EXPANDING DEMAND FOR HIGH QUALITY BEEF. END SUMMARY.

2. MEAT IMPORTERS ASSOCIATION. THIS MEETING PROVIDED OPPORTUNITY FOR TEAM TO MEET WITH IMPRESSIVE ARRAY OF INDIVIDUALS REPRESENTING JAPANESE TRADING COMPANIES INVOLVED IN MEAT (BEEF, PORK AND POULTRY) IMPORTS.

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PAGE 02 TOKYO 04138 150826Z

ASSOCIATION REPS URGED STRONG, CONSISTENT AND VISIBLE PROMOTION EFFORTS BY U.S. BUT LEFT IMPRESSION OF BEING UNABLE TO SIGNIFICANTLY EXPAND IMPORTS OF U.S. BEEF UNDER CURRENT CONDITIONS. THEY REPEATEDLY POINTED FINGER AT QUOTA SYSTEM AND LIPC AS MAJOR ROADBLOCKS TO MARKET EXPANSION EFFORTS. IN ADDITION THEY INDICATED THAT AUSTRALIAN BEEF IS MORE PROFITABLE TO HANDLE THAN U.S. BEEF.

3. LIPC. PRESIDENT OHTA OF LIPC CHAIRED JAPANESE SIDE. MAF OFFICIAL ATTENDED IN OBSERVER CAPACITY. OHTA MADE NOTICEABLE EFFORT TO BE AS FORTHCOMING AS POSSIBLE. AT SAME TIME HE MADE IT CLEAR THAT IMPLEMENTATION OF 10,000 TON INCREASE IN HIGH QUALITY BEEF IMPORTS DEPENDS ON EFFORTS BY U.S. TO EXPAND DEMAND WITHOUT DISRUPTING LIMITED OFFICIAL USE

DOMESTIC PRICE STABILIZATION PROGRAM. HE STATED THAT HE FELT THAT GENERAL QUOTA FOR FIRST SIX MONTHS OF JFY 78 WILL INCLUDE A 5,000 TON INCREASE AND THAT A TOTAL OF 10,000 TONS OF HIGH QUALITY BEEF CAN BE IMPORTED, IN ADDITION TO EXISTING QUOTAS, IN ENTIRE YEAR IF DEMAND IS EVIDENT. HE SAID MAF, NOT LIPC, IS RESPONSIBLE FOR ESTABLISHING QUOTA LEVELS. BASIC LIPC FUNCTION IS TO ENSURE MAINTENANCE OF DOMESTIC CATTLE PRICES WITHIN LEVELS ESTABLISHED BY MAF. WITH REGARD TO IMPORTS LIPC FUNCTION IS TO DECIDE ON DESIRED QUALITY AND QUANTITY OF CUTS OF BEEF.

4. LIPC THEN WENT ON TO ANSWER IN DETAIL LIST OF QUESTIONS PREVIOUSLY SUBMITTED BY TEAM TO MAF. EMBASSY IN PROCESS OF TRANSLATING FORMAL RESPONSES.

5. AT END OF MEETING LIPC POSED SERIES OF QUESTIONS REGARDING COMMERCIAL PROBLEMS ALLEGEDLY ENCOUNTERED WITH U.S. BEEF BUT NOT WITH BEEF FROM AUSTRALIA. INDUSTRY LIMITED OFFICIAL USE

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PAGE 03 TOKYO 04138 150826Z

REPS ACKNOWLEDGED THAT PROCEDURES FOR EXPORTING U.S. BEEF COULD BE IMPROVED AND WELCOMED FURTHER CLOSE CONTACT WITH LIPC. SHERMAN

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Message Attributes

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